

Commentary on candidate evidence

Candidate 1

Texts: Dove and Barbie adverts

The evidence for this candidate has achieved a total of **12 marks** for this course assessment component. The marks were assigned as follows:

Discussion

The candidate was awarded **6 marks**.

There is one relevant point of discussion which develops a clear line of argument about how both adverts attempt to influence people to buy the products, but also have some negative unintended influences. These include points about how the Dove ad might actually be harmful for girls' body image, and how the Barbie ad includes some gender bias. There is a brief concluding statement at the end of the response. As the response firmly meets all the criteria in the 6-5 band, the upper mark is awarded.

References to media content

The candidate was awarded **6 marks**.

There are several specific references to the adverts across the response, and some of these are detailed. There are no comments on the references, and they are simply used to exemplify points made. As some references are detailed, but there are no comments, the upper mark in the band is awarded.

Candidate 2

Texts: Childish Gambino and Taylor Swift music videos

The evidence for this candidate has achieved a total of **15 marks** for this course assessment component. The marks were assigned as follows:

Discussion

The candidate was awarded **7 marks**.

There are two relevant points of discussion considering how the music videos intentionally influence the attitudes of audiences, with some consideration being given to potential unintentional influences the videos might have. The first point of discussion considers how 'This is America' intentionally influences attitudes towards gun violence and race in America, with an acknowledgement that some audiences might have differential readings and be upset by the video.

The second point of discussion looks at the way the video for 'You Need to Calm Down' intentionally influences audiences to believe that everyone should be equal, with a brief counterargument that recognises the video could be seen as self-promoting. There is a clear conclusion which references the virtue signalling that could be perceived in these videos, with supporting reasons. As there are two points of discussion, but the discussion of the Taylor Swift video is not as developed, the response is awarded the lower mark in the 8-7 band.

References to media content

The candidate was awarded **8 marks**.

There are several specific references to both videos, which are used to exemplify the points being made, and there are brief comments on most of the references, indicating how they relate to the discussion points. The comments on the references from 'This is America' link the examples from the video to the way guns are valued more than black lives in America; and the comments on 'YNTCD' relate the references to Swift's message that audiences should accept people for who they are and treat everyone equally. As there are references to both videos, but none of the comments are developed, the response sits firmly at the top of the 8-7 band.

Candidate 3

Texts: Beyoncé, Little Mix and Jessie J music videos

The evidence for this candidate has achieved a total of **8 marks** for this course assessment component. The marks were assigned as follows:

Discussion

The candidate was awarded **3 marks**.

There is a point of opinion about how music videos can have intentional positive influences and also unintentional negative influences. This is supported by points of information about the empowerment of women in the Beyoncé video and sexualisation of women in the Little Mix video, but the section on Jessie J is just a description of the music video. There is no discussion in relation to the question but simply a point of opinion across the whole response, so the lower mark in the 4-3 band is awarded.

References to media content

The candidate was awarded **5 marks**.

There are several specific references to all three videos. The references to the Beyoncé and Little Mix videos exemplify the points made. As there are several specific references but only some exemplify points made, the lower mark in the 6-5 band is awarded.

Candidate 4

Texts: Britney Spears, Beyoncé and Meghan Trainor music videos

The evidence for this candidate has achieved a total of **20 marks** for this course assessment component. The marks were assigned as follows:

Discussion

The candidate was awarded **10 marks**.

The candidate makes three points of discussion which are supported with developed points of information on each of the music videos, and there is a detailed conclusion with supporting reasons at the end of the response.

The first point of discussion argues that the video for 'Hit Me Baby One More Time' has unintentional negative influences as it creates unrealistic beauty standards and over-sexualises Britney as a teenager, which could have a harmful effect on a teenage female audience.

The second point of discussion argues that the video for 'Pretty Hurts' has a positive intentional influence on its audience as it challenges patriarchal attitudes and harmful beauty standards by showing the harm it causes even to Beyoncé.

The final point of discussion argues that the video for 'All About That Bass' has an intentional positive influence on attitudes towards body positivity through its portrayal of Meghan Trainor and her friends.

The conclusion is well developed, sums up the candidate's argument on each video with supporting reasons, and gives an overall concluding summary of the argument. There are several points of discussion, and across the response they relate to both perspectives in the question. They are supported by developed points of information and a detailed conclusion with supporting reasons, so the upper mark in the 10-9 band was awarded.

References to media content

The candidate was awarded **10 marks**.

There are specific and detailed references to each of the texts, and they develop and exemplify the candidate's argument effectively. There are developed comments on most of the references. As the response firmly meets all the criteria in the 10-9 band, the upper mark is awarded.